

The bachelor thesis "Comparison of political authorities' representation based on the example of Czech Prime Minister Mirek Topolánek" deals in its theoretical part with the relation between politics and media, their mutual influence and dependence. It concentrates mainly on the process of political presentation. It is necessary for politicians to build their positive image because then they can assert themselves in political competition.

In its second part this thesis deals with the practical analysis of the representation of Czech Prime Minister Mirek Topolánek. It uses qualitative research of the three leading newspapers in the Czech Republic - MF Dnes, Právo and Blesk. The main aim is to create an output in the form of basic features of the prime minister's representation, with reference to the concept of stereotyping.